

Please amend paragraph [0007] as follows:

[0007] Adhesive labels are commonly used as a means of conveying information by being printed with letters or figures as well as tags. Generally, as shown in FIG. 15, such labels have a structure in which a separator 13 is prepared by coating a separator substrate 11 (made of paper or a synthetic resin film) with a release agent 12, this separator 13 is coated with an adhesive 14, and a sheet of paper or a synthetic resin film that serves as a label substrate 15 is applied.

Please amend paragraph [0010] as follows:

[0010] The present invention is an adhesive sheet capable of repeated adhesion and release, wherein a surface of a substrate on the side coated with an adhesive agent is partially covered with a non-adhesive protective material layer to form adhesive sections not covered with the protective material layer so that spaces obtained by multiplying the surface area of the adhesive sections by the thickness of the protective material layer are regulated according to a desired adhesion strength.

Please amend paragraph [0012] as follows:

[0012] This protective material is provided so as to regulate spaces obtained by multiplying the surface area of the adhesive sections by the thickness (distance) of the protective material that the adhesive surface does not come into direct contact with other adhesive surface or with the surface of another article on which a liquid or a solid is present, such as a fingertip. This aspect will be termed a "partially covered adhesive face."

Please amend paragraph [0014] as follows:

[0014] When one face side of the substrate is coated with an adhesive agent and then the adhesive-coated surface is partially covered with the protective material to form the partially covered adhesive face, the face side that is not the

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partially covered adhesive face comes into contact with an object and is fixed to the object by heat sealing.

Please amend paragraph [0017] as follows:

[0017] The substrate face side coated with the adhesive agent may also be colored. If the adhesive-coated surface is colored and further an article is colored with white or another color with weak hiding power, the color given on the adhesive-coated surface can be seen through the adhered article when the face side coated with the adhesive agent is press bonded. Such coloration allows the adhesion state to be confirmed.

Please amend paragraph [0018] as follows:

[0018] The present invention is intended to be applied to the opening of a packaging bag, for instance, to allow repeated adhesion and release whenever necessary. To this end, the partially covered adhesive face will not adhere even if the protective material side merely touches another surface when the bag is opened. However, when pressure is applied from the back of the adhesive sections, the adhesive surfaces not covered with the protective material bend in toward the facing face of the article, and adhere thereto in a dotted pattern. Conversely, when pressure is applied from the back of the article face, this article face bends in toward the adhesive sections not covered with the protective material, and adheres only to a limited surface area to form a dotted adhesion pattern, so peeling takes less force than if the entire adhesive-coated surface adheres to the facing article face. Once peeled, the adhesive sections return to their original state of being lower than the protective material surface, and therefore do not adhere to other articles.

Please amend paragraph [0019] as follows:

[0019] FIG. 1A is a perspective view of an example of the present invention, and FIG. 1B is a diagram of the function thereof.

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